

PRESS RELEASE

EUROPE'S LARGEST JAPANESE FOOD HALL 'ICHIBA' COMES TO WESTFIELD LONDON

Deal marks focus on enhanced dining offer as part of centre's £600m expansion

14 November 2017 – Europe's largest Japanese Food Hall – *Ichiba* – will open at Westfield London as part of the centre's £600 million expansion, it was revealed today.

The 17,400 sq. ft. flagship store will feature food stations dedicated to freshly prepared and cooked food. The main food hall will offer a large range of Japanese staples and kitchen essentials, from rice, miso and soy sauce, to a wide selection of sake, rice crackers, and confectionery, alongside books and handpicked ceramics from the leading craft prefectures.

An enhanced dining offer is a key focus of the 740,000 sq. ft. expansion of Westfield London which, on launch in March 2018, will make the centre the largest in Europe, almost 10 years after its doors first opened. The expansion has been designed to consolidate the centre's position as the go-to destination for not only fashion but food, leisure and entertainment.

Keith Mabbett, Director of Leasing, Westfield UK and Europe, said: "We're are thrilled to announce Europe's largest Japanese food hall will be opening at Westfield London as part of our expansion plans. As well as welcoming more fashion and home retailers to our expansion, innovation in Dining and Leisure will be a key feature of the new Westfield London, in line with our global approach across our flagship centres. Ichiba is a fantastic concept that will offer our visitors the opportunity to dine, shop and experience Japanese cuisine and culture with an element of theatre – and we know it will be hugely popular."

Ichiba is the first joint venture between the Japan Centre Group and Cool Japan Fund, which helps support businesses to promote Japanese food and culture overseas. The fund's partnerships with local and artisan suppliers across Japan will allow Ichiba to offer authentic products and rare regional produce from some of the best producers and farmers exclusively to the UK.

Other partners include Gekkeikan sake and Kikkoman who will be able to offer shoppers a unique opportunity to sample and try new products while gaining advice and confidence to cook Japanese ingredients at home.

In-store experiences are also a key part of the new format concept. Theatrical kitchens will be set around seating for over 200 covers with a changing schedule of weekly cooking demonstrations and workshops, events, regional food and drink festivals and sake tasting seminars.

Tak Tokumine, CEO of Japan Centre, added: "I'm delighted to announce this new concept for people to experience Japanese food culture at Westfield London. Ichiba will be a dynamic and inspiring addition to the expanded centre and retail landscape in the Capital."



Ichiba will offer a contemporary twist on traditional Japanese elements with in-store surroundings to support the quality of the food. Japanese style paper structures, flags and traditional fabrics will break up the space, while lights inspired by chopsticks, lanterns and traditional wooden elements will help customers navigate the zones of the store. Food stations will offer everything from katsu curries to sushi and sashimi and authentic street food including takoyaki, tempura and noodles made fresh to order.

There will also be a traditional Japanese bakery and café serving items such as dorayaki pancakes with teas including hot or iced matcha lattes. Alongside, this there will be a dedicated kaku-uchi sake bar, serving hot sake and regional artisan sake handpicked by the in store sake sommelier and a noodle bar where visitors can sample freshly prepared noodles and tonkotsu ramen.

The expansion of Westfield London will bring the total gross leasable area (GLA) to 2.6 million sq. ft. and the number of stores across fashion, leisure and entertainment to 450. Further major retailer announcements will be made imminently, Mabbett confirmed.

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Notes to editors

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About Westfield London's Expansion

The construction of the £600 million retail expansion of Westfield London began in 2015 and is targeted to launch in March 2018. The extension will consolidate Westfield London's position as a world-leading retail and entertainment destination, featuring the best in fashion, dining, leisure, events, services and technology with the customer experience at the heart.

The expansion will continue to prove attractive to international and UK retailers seeking flagship stores, building upon the £1 billion retail sales that the centre currently generates. On completion, Westfield London will comprise around 450 shops across 2.6m sq. ft. of gross lettable area, within a digitally enhanced customer experience.

Key stats

- 740,000 sq. ft. of additional retail, dining, entertainment and leisure, bringing the total to 2.6m sq. ft. plus additional office floor space (47,000 sq. ft.)
- Largest shopping centre in Europe and largest retail development under construction and opening in 2018
- + 90 shops including 230,000 sq. ft. John Lewis department store plus additional flagship stores and restaurants, bringing the total to 450 stores
- A major focus on dining and experience around a dedicated open events space and the Dimco Building
- 1,000 additional parking spaces - Total 5,500 parking spaces
- 1522 new homes including affordable homes.

About Japan Centre

Japan Centre began life in 1976 with a suitcase full of Japanese books and an idea to cater for the community of Japanese people living in London. Japan Centre has since grown to become one of the largest and most influential Japanese shops in London, adding a supermarket, bakery, deli, restaurant, homeware department and online service to its repertoire. The mission has always been to offer the best value Japanese food both in store and online, the best variety and the best service. Japan Centre has a diverse range of services for Japanese living in the UK & Europe, and for those simply interested in the exciting world of Japanese food and culture.

About Tak Tokumine – Japan Centre and Shoryu Ramen CEO

A successful entrepreneur and a key figure in the ethnic food market, Tak gained invaluable business skills working for his family's steel trading company in Fukuoka, before marrying and settling in the UK

in 1975. From its beginning in 1976, Japan Centre has grown to become one of the most influential and well known Japanese stores in the UK and across Europe.

About Cool Japan Fund

Founded in November 2013 as a public-private fund, part owned by the Japanese government. It aims to support and promote the development of demand overseas for excellent Japanese products and services. It looks to support businesses across a variety of areas, including media & content, food & services, and fashion & lifestyle.

About Gekkeikan

Gekkeikan is a Japanese manufacturer of sake and plum wine based in Fushimi, Kyoto, Japan. Founded in 1637 by Jiemon Ōkura, in Fushimi, it is one of the world's oldest companies and is the chosen sake of Japan's Royal Family.

About Kikkoman Corporation

The origins of Kikkoman date back to the 17th century and it was incorporated in Noda, Chiba Prefecture, Japan in 1917. Kikkoman is primarily known for its premium range of soy sauces and its products are enjoyed in more than 100 countries and regions worldwide. In addition to soy sauce brewing, Kikkoman also operates a wholesale business for oriental food products. It contributes to the spread of Japanese food culture all over the world.